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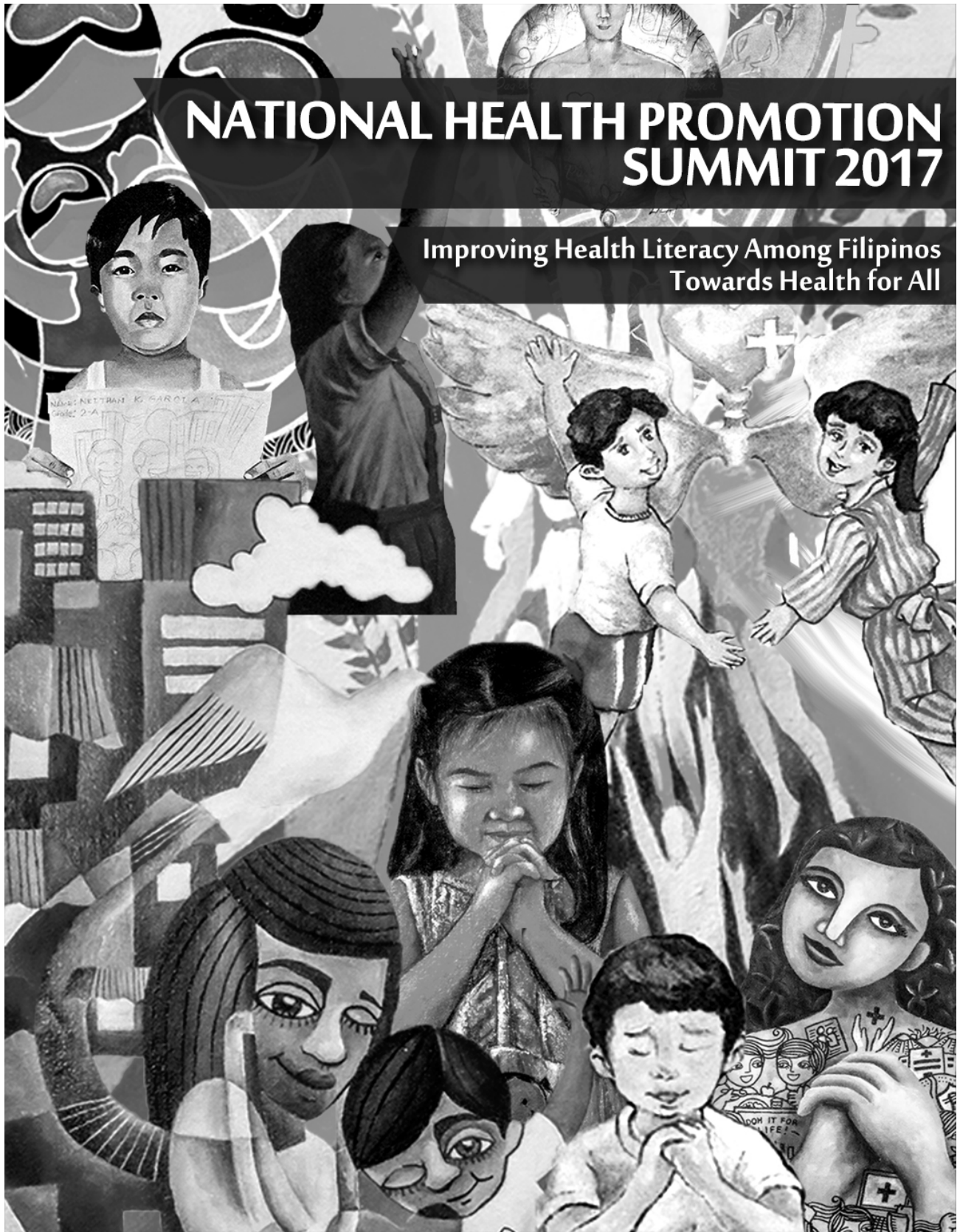
NATIONAL HEALTH PROMOTION SUMMIT 2017

Improving Health Literacy Among Filipinos
Towards Health for All



NATIONAL HEALTH PROMOTION SUMMIT 2017

Improving Health Literacy Among Filipinos
Towards Health for All





Undersecretary Herminigildo Valle

Officer-in-Charge
Department of Health

Health literacy is the ability to obtain, read, understand, and use healthcare information in order to make appropriate decisions with regards to one's health. It is essential to promote healthy individuals and communities.

This year, Health Education Week carries the theme, "Improving Health Literacy among Filipinos towards Health for All". We, in the Department of Health, are privileged to be in the presence of all health educators in the country with one goal in mind: to improve the health literacy of Filipinos.

The almost rock-bottom level of health literacy among Filipinos is among the reasons there is an alarming rise of unhealthy and sick Filipinos. It is said that although we have a lot of health knowledge, many Filipinos still fail to adopt the necessary health-seeking behaviors or to do something about their ill-health. This development could be primarily traced to the low level of education, most likely due to poverty. Add to this, the lack of health professionals in the area and inaccessible health facilities in the countryside also contributed to the problem.

We believe that the change in health literacy that we are bringing is not just the responsibility of the DOH. Rather, health is everyone's concern. Each one of us has our own roles to fulfill and the DOH's role is to ensure that the health messages that we should be conveying to our fellow Filipinos are communicated properly and understood.

This is the challenge to our health education and promotion officers, to be the catalyst for change. Let us promote health and wellness in our family and community and, together, achieve All for Health towards Health for All!

Congratulations and mabuhay!

Dr. Mar Wynn Bello

OIC-Director IV

Health Promotion and Communication Service

My warmest greetings and welcome to the participants of the National Health Promotion Summit 2017 in celebration of the Health Education Week!

In line with the Department of Health's (DOH) mandate and guided by the directives of President Rodrigo Roa Duterte, the Philippine Health Agenda (PHA) 2016-2022 was formulated to set the goals and strategies to serve as the common battle plan in harmonizing and maximizing our efforts in the health sector.

One of the identified key strategies of the PHA is to advance quality health promotion and primary care. The Health Promotion and Communication Service (HPCS) being the head office in health promotion and communication, is in the forefront of advancing and promoting this key strategy. It is for this purpose that HPCS sets the theme for the National Health Promotion Summit 2017 to focus on "Improving Health Literacy among Filipinos towards Health for All" to highlight the importance of health literacy among Filipinos to make informed health decisions.

This gathering comes at an opportune time for us to engage our health educators, peers, stakeholders and partners for an exchange of ideas on how to improve the health literacy of our people. This is also an occasion to take everyone to work together in a linked and coordinated manner to improve the ability of the target population to access, understand and use the information to promote and maintain good health for themselves, their families and their communities.

Let us strengthen our efforts in increasing the health literacy among Filipinos to make a significant contribution towards the improvement of health and quality of life of families, communities and our nation.

I wish all the participants a fruitful and enjoyable summit!





PROGRAM SCHEDULE

National Health Promotion Summit

"Improving Health Literacy among Filipinos towards Health For All"

UP Bahay ng Alumni
UP Diliman, Quezon City
October 24 - 27, 2017

24 October (Day 1) Tuesday

9 :00 am

Registration

Secretariat

10:30-12:00

Opening

Prayer
Pambansang Awit
Introduction of Delegates
Overview of the Conference

Dr. Mar Wynn Bello
OIC - Director IV
Health Promotion and
Communication Service
Department of Health

Welcome Message

Dr. Gerardo Bayugo
Undersecretary of Health
Office for Technical Services
Department of Health

Message from the Delegation of the European Union of the Philippines

Mr. Enrico Strampelli
Head, Development Cooperation
of the European Union
European Union

Message from USAID

Ms. Karen Klimowski
Chief, Office of Health
USAID/Philippines

Introduction of the Keynote Speaker

Dr. Maria Francia M. Laxamana
Assistant Secretary of Health
Office for Technical Services
Department of Health

Keynote Message

Dr. Herminigildo V. Valle, MPA
OIC - Secretary of Health
Department of Health

Launching of the "HealthTab"

Turnover of USAID Training & IEC Materials

Official Photo Session

Ribbon Cutting Ceremony

12:00 pm

Lunch

1:30-2:30 pm

Plenary 1

Health Promotion in the Sustainable
Development Goals

Dr. Hai-Rim Shin
Acting Director, Division of NCD and Health
Through the Life-Course
World Health Organization

National Health Promotion Summit

"Improving Health Literacy among Filipinos towards Health For All"

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2:31-3:30 pm	Plenary 2 Improving Health Literacy through Health Promotion	Ms. Nittita Prasopa-Plaizier Technical Officer, Education and Capacity Development World Health Organization
3:30-4:30 pm	Plenary 3 Health Promotion Models in Southeast Asia	Dr. Buenalyn Teresita Ramos-Mortel Professor, Department of Health Promotion and Education College of Public Health, U.P. Manila
4:31-5:30 pm	Plenary 4 Understanding Health Literacy	Dr. Ma. Carmen Tolabing Professor, Department of Epidemiology and Biostatistics U.P. Manila
5:31-6:30pm	Organization of Public Health Educators (OPHE) Hour	
25 October (Day 2)	Wednesday	
8:15 am	Plenary 5 Strategic Leadership in Health Communication	Dr. Benjamin Lozare Director for Training and Capacity Building Johns Hopkins University
9:15 am	Plenary 6 Designing more Effective Health Communication Campaigns	Dr. Benjamin Lozare Director for Training and Capacity Building Johns Hopkins University
10:15 am	Parallel Sessions 1 Health Manpower <ul style="list-style-type: none"> Continuing Education Program for Health Workers Strengthening Barangay Health Workers 	Dr. Aldwin Sanchez Dean, Graduate School Development Academy of the Phil. Dr. Lester Tan Medical Officer V Service Delivery Network Bureau of Local Health System Development
	Health Settings <ul style="list-style-type: none"> OHLAA Promoting Healthy Lifestyle Zero Open Defecation Program Goodbye Dumi, Hello Healthy Campaign Food Safety in School Settings 	Dr. Susan Sison Medical Director Health Service Office Bangko Sentral ng Pilipinas Engr. Roland Santiago Supervising Health Program Officer Environmental and Occupational Health Department of Health Ms. Cindy Palafox Officer I, Food and Drug Regulation Food and Drug Administration

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Health Legislation (A)

- EO 26 - Providing for the Establishment of Smoke-free environment in Public and enclosed places.
Dr. Ma. Encarnita B. Limpin
Creative Director, Framework Convention Alliance Philippines on Tobacco Control/ASH
- EO 28 -Providing for the Regulation and Control of the use of Firecrackers and other Pyrotechnic Devices
PSSupt. Roland A. Villela
Chief, Explosive Management Division
Philippine National Police

Health Legislation (B)

- EO 12 - Attaining and sustaining "Zero unmet needs for modern family planning: through the strict implementation of Responsible Parenthood and Reproductive Health Act.
Dr. Maria Francia M. Laxamana
Assistant Secretary of Health
Office for Technical Services
Department of Health
- Tsek Up
Dr. Maria Francia M. Laxamana
Assistant Secretary of Health
Office for Technical Services
Department of Health
- Health Promotion Bill and Amendment to RA 9211
Atty. Jacky Sarita
Managing Director
Health Justice

Health Advocacies

- Red Orchid Awards
Councilor Jernie Jett Nisay
Balanga, Bataan
- Generics Month: Promoting Locally made Drugs
Dr. Corazon Flores
Director III, Pharmaceutical Division
Office for Policy Development and Planning Bureau
Department of Health
- Blood Donation
Dr. Andres S. Bonifacio
Medical Specialist IV
Head, Philippine Blood Center

Campaign Updates

- HIV & AIDS: Preventing Mother to Child Transmission
Dr. Glenn Roy Paraso
Executive Director
Mary Johnston Hospital
- Nutrition & Breastfeeding
Ms. Jovita B. Raval
Chief, Nutrition Information and Education Division,
National Nutrition Council

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- Japanese Encephalitis

Dr. Kohei Toda
Medical Officer,
Expanded Program on Immunization
World Health Organization

12:00-2:00 pm

Lunch & Film Screening

2:00-4:00 pm

2:00-3:00 pm **Poster Presentation
Mechanics & Voting**
3:00-4:00 pm **Enhancing the Effectivity
of Strategic Communication**

Dr. Benjamin Lozare
Director for Training and Capacity Building
Johns Hopkins University

2:00-6:00 pm

2:00-5:00 pm **Painting Competition**

DOH Convention Hall

5:00-6:00 pm **Judging Time**

4:00-6:00 pm

Parallel Session 2

Re-tooling Module 1

- The Role of Midwifery Education to Ensure Health Provider's Competency
- Mentoring of Community Communications

Dr. Ma. Theresa Padilla
President, APSOM
USAID CHANGE

Mr. Adreal Denver Monterona
Information Officer III
Commission of Population

Ms. Myrna Alaba
Information Officer III
Commission on Population

Re-tooling Module 2

- Engaging LGUs
- Media and Information for Health Literacy

Dr. Bien Eli Nillos
Director, Kalusugan sa Kamay ng
Pamilyang Pilipino (KAKAMPPI)

Mr. Ramon Tuazon
President, Asian Institute of Journalism
and Communication (AIJC)

Re-tooling Module 3

- Campaigning thru Social Media

Ms. Cristine Ongson
Managing Director, Online Philippines

Re-tooling Module 4

- Dealing with the Media
- HEPO Capacity Development

Mr. Ramon Tuazon
President, Asian Institute of Journalism
and Communication (AIJC)

Media Advocacies

- "The Doctor Is In" Experience

Ms. Catherine Vital
Managing Editor, Marcus Phoenix

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- Radio Engagements
- Media Buy & Reach

Mr. Roy Santiago
Managing Director, Touch BPN

Campaign Tracking

- Tracking Campaign Indicators for Family Planning and Tuberculosis

Ms. Charisma De Jesus
Associate Director, Kantar TNS Phil.

Substance Abuse: Sa Droga, Talo Ka!

Dr. Ivanhoe Escartin
Division Chief/Program Manager,
Dangerous Drugs Abuse Prevention
and Treatment Program
Department of Health

6:00 pm

Film Screening (continuation)

All 13 entries

6:30 pm

Dinner

26 October (Day 3) Thursday

8:00 am - 5:00 pm

Field Trip (Showcases of Best Practices)

- Bataan
- Bulacan
- Marikina City
- Rizal
- Laguna
- Cavite

7:00 pm

Health Promotion Awards Night / Gala Night

27 October (Day 4) Friday

8:30 am

Plenary 6 Health Advocacy

- Purple Ribbon Awards
- Red Orchid Award (ROA)
- Philippine Health TV & Philippine Health Tablet
- HPCS Strategic Plan 2017-2022

Ms. Edna V. Nito
OIC-Division Chief, Media External
and Relations Division, HPCS

Ms. Rosemarie G. Aguirre
Division Chief, Communication and Media
Development Division, HPCS

Dr. Mar Wynn C. Bello
OIC-Director IV, HPCS

10:00 am

HPCS Time /Director's Hour

- Open Forum
- Next Steps
- Releasing of Certificate of Participation/Attendance
- Closing

12:00 pm

Lunch



SPEAKERS' PROFILE

Undersecretary Herminigildo Valle

MD, MPA
Officer-in-Charge
Department of Health

Hailing from Davao City, he finished Medical Technology at the Far Eastern University-Dr. Nicanor Reyes Medical Foundation-School of Medical Technology (FEU-NRMF-SMT). He graduated Cum Laude as a Doctor of Medicine and was elected also as the Batch President in 1984, also at FEU.

His passion to render public health service started in 1985 when he served as a rural community-based physician in Marilog District, Davao City. Seeking further training, he went to the United States where he finished his General Surgery Internship at the Mt. Sinai Medical Center, New York, USA; Internal Medicine Residency at the Long Island College Hospital, New York, USA, followed by his Vascular Medicine Fellowship in Cleveland, Ohio, USA.

With about 30 years' of experience in the medical field, he received the following awards: Eye of Lion Award given by the San Francisco Host Lion's Club, and St. Louise de Marillac Award bestowed by the Daughters of Charity Health System for unselfish dedication to the care of the poor and the sick.

He also held the following positions: the Medical Director/CEO at the San Francisco Vascular Institute, Coordinator for the Philippine Medical Missions, Assistant Clinical Professor at the University of California San Francisco, First Filipino Chief of Staff at the Seton Medical Center in San Mateo County, California, and President of the Philippine Medical Society of Northern California.

In September 5, 2016 he was appointed by the President of the Philippines as Undersecretary of Health. His initial portfolio was Undersecretary for Field Implementation Management for all the Regional Office and DOH-retained hospitals.



Gerardo V. Bayugo

MD, MPH, CESO III
Undersecretary of Health
Office for Technical Services
Department of Health

Dr. Gerardo V. Bayugo is a dedicated public health servant committed in improving the health situation in the country. He is an alumnus of the University of the East Ramon Magsaysay Memorial Medical Center where he attained his medical degree. He went on to acquire a Master's degree in Public Health from the University of the Philippines, College of Public Health.

He has been with the Department of Health since 1984. He started as a Municipal Health Officer and went on to hold senior level positions in the regional and national offices of DOH. His public health career is filled with many impressive accomplishments and among them is being the forefront official in the ISO journey of the DOH which became the first line national agency to acquire the ISO 9001:2008 Certification for all the units of the Central and Regional Offices.

Rising from the ranks, he is now the Undersecretary of Health for the Office for Technical Services which manages and provides guidance to bureaus and component offices in the implementation of the DOH Health Programs.

As the Undersecretary of Health, he has devoted himself relentlessly to the mission of attaining All for Health towards Health for All Filipinos.



Maria Francia M. Laxamana

MD, MHSA, CHS
Assistant Secretary of Health
Office for Technical Services
Department of Health



As Assistant Secretary of Health, her advocacy lies in developing and strengthening policies and strategies to improve availability, accessibility and affordability of quality health care services to the marginalized sector, specifically the PWDs and indigenous people.

Her expertise lies in various fields of health, namely: health systems strengthening, public health administration, hospital and health services management, health policy development, programs & project management, implementation, monitoring & evaluation.

This, she attributes to her years of working in the public health sector starting as Medical Officer V in an emergency health facility funded by the local government unit in an urban area for eight years. This was until she joined the government service in 2002, assuming the position of a Supervising Health Program Officer in the Bureau of Local Health Systems Development of the Department of Health. It was in this role that she performed key technical functions in terms of health sector reform while advocating strategies for health improvement. This was followed by other projects with various development organizations serving various functions.

Dr. Laxamana received her undergraduate degree in Psychology as well as medical degree from the University of Sto. Tomas in 1983 and finished her residency training in the Anaesthesia Department of the Philippine General Hospital in 1992. She finished her Master's Degree in Health Services Administration with Major in Hospital Administration from Ateneo De Manila University Graduate School of Business in July 2000 as well as her Master's Degree in Community Health Services from the same institution in July 2001. After which, she finished her Certificate in District Health Services and Management in 2004 from the Ateneo De Manila University Graduate School of Business under the InWENT Scholarship Grant. She also received her Certificate in International Course On Global Health Care Financing and Social Health Insurance from Siem Reap, Cambodia still under the InWENT Scholarship Grant of German Foundation in 2009. She is currently pursuing her Doctoral Degree (PhD) in Educational Leadership and Management.

With such an extensive work experience in public health and development work, Dr. Laxamana aims to work for the improvement of the quality of health services in the country to ensure better health outcomes for the citizenry.

Mar Wynn C. Bello

MD, MPA
OIC-Director IV, Health Promotion and Communication Service
Department of Health



Dr. Marwynn C. Bello, obtained his BS Biology from the University of the Philippines Baguio and Doctor of Medicine from the University of the Philippines Manila. He was sent to Lee Kuan Yew School of Public Policy at the National University of Singapore as a scholar where he finished his Master in Public Administration. He was awarded as Most Outstanding Doctor to the Barrio while on assignment in 2002.

At present, Dr. Bello is the Officer-In- Charge Director IV of the Health Promotion and Communication Service, Department of Health where his talent and expertise has been put to good use. He is passionate and energetic about his job and he introduces some innovative strategies in health promotion and communication. The provision of Philippine Health TVs and Health Tablets, user-centered tools to frontline health workers are his brainchild, which brings health information and messages to the grassroots.

Karen Klimowski

Chief, Office of Health
USAID/Philippines

Ms. Karen Klimowski is a career member of the U.S. Senior Foreign Service and assumed the duties as the Chief, Office of Health, USAID/Philippines and the Pacific Islands in June 2014. Prior to her assignment in the Philippines, Ms. Klimowski served as Office Director, Office of Health, HIV/AIDS and Education at USAID/Uganda. She also served as HIV/AIDS Team Leader at USAID/Kenya from 2007 to 2011 and Deputy Director, Office of Health at USAID/Indonesia from 2005 to 2007.



Prior to joining USAID, Ms. Klimowski worked for the U.S. Centers for Disease Control and Prevention from 1998 to 2005 where she served in a variety of roles, including: as project officer within the Office of Smoking and Health, based in Atlanta, Georgia; as senior technical advisor seconded to the World Health Organization (WHO), Africa Regional Office, in Harare, Zimbabwe, where she worked with 46 WHO African Member countries to develop health policies and negotiate the Framework Convention on Tobacco Control; and as Deputy Director of the Global AIDS Program in Lilongwe, Malawi.

Ms. Klimowski began her career public health in Sierra Leone, as a community health Peace Corps Volunteer. She has worked for non-governmental organizations, including San Diego State University Foundation in San Diego, California; Pacific Institute for Research and Evaluation in Berkeley, California; and Episcopal Community Services in Santa Ana, California. Ms. Klimowski also worked for Orange County Health Care Agency in Santa Ana, California.

She received her Master of Public Health from San Diego State University in 1996 and Bachelor of Arts in Physiology from the University of California, San Diego, in 1988.

Enrico Strampelli

Head of Cooperation, Minister Counsellor
Delegation of the European Union of the Philippines

Mr. Enrico Strampelli is the current Head of Cooperation, Minister Counsellor of the European Union (EU) Delegation to the Philippines. He is Italian, from its capital, Rome. A water engineer by education, he has been working for the European Commission since 1995. Although devoted to the European ideal, Mr. Strampelli is thrilled to be given the opportunity to work in Southeast Asia, particularly in the Philippines. He also worked previously in other parts of the globe, specifically, Africa, Latin America and the Pacific.



On the lighter side, the Italian official is also a diver, and he looks forward to discovering the wonders of the Philippines reef. Mr. Strampelli definitely has a lot to discover not just in the reefs but in the whole archipelago as he gets to immerse himself in the development world in the country.

Benjamin Lozare

PhD

Director, Training and Capacity Building

Johns Hopkins University - Center for Communication Programs



Dr. Benjamin Lozare leads the JHU-CCP Training and Capacity Building activities and the development of SCOPE (Strategic Communication Planning and Evaluation), a computer-aided communication planning software used in training workshops. Dr. Lozare has more than 25 years of experience in research, teaching, and practice in international and development communication. At JHU-CCP, he has provided technical assistance to capacity building projects and has worked closely with the International Training Program, BKKBN, Indonesia; Bangladesh Center for Communication Programs, Bangladesh, Communication Training Consortium, Philippines and Center for Family Studies, Kenya and a large number of other institutions. His work encompasses a wide range of issues including tobacco control, tuberculosis, malaria, HIV and reproductive health. He teaches communication for tobacco control at the Bloomberg Institute for Tobacco Control and strategic communication planning at the Bloomberg School of Public Health and at the JHU Zanvyl Krieger Advanced Academic Program. He has helped develop and conducted the Gates Institute series of Leadership Seminars for Reproductive Health in Baltimore (multi-country) China, Indonesia, the Philippines, Nicaragua, and Uganda and had served as a consultant to a World Bank project on food safety in Armenia.

As Dean of the College of Arts and Sciences at the Health Sciences Campus of the University of the Philippines, he was responsible for strengthening the humanities and social science orientation of students preparing for careers in the health sciences. He served as the first Director-General of the Philippine Information Agency, a national institution that provides development communication services to government ministries and international development agencies. He has also served as Deputy Secretary-General of the Asian Mass Communication Research and Information Center Foundation, a leading non-governmental organization in Asia and the Pacific, and consulted with UN agencies, such as the World Health Organization, UNICEF, The World Bank, the Economic Commission for Asia and the Far East, and the UNFPA. Dr. Ben Lozare was an Eisenhower Fellow and recipient of the first Newsweek International Communication Grant.

At present, Dr. Lozare is responsible for managing and developing global training health communication programs at JHU-CCP. He provides guidance and direction for needs assessment activities, training design, and implementation and evaluation (as well as follow-up) of training projects. Dr. Lozare coordinates and supports work with program staff and overseas offices of JHU-CCP for the planning, design, implementation, evaluation of training programs. He works with JHU staff and consultants to develop and enhance SCOPE, the Strategic Communication Planning and Evaluation program as well as STARGUIDE, a learning software for leadership and management in the field of public health. Dr. Lozare is also responsible for conducting workshops on strategic leadership and management of reproductive health in collaboration with the Gates Institute for Population and Reproductive Health.

Rosemarie G. Aguirre

MPH

Division Chief, Communication and Multimedia Development

Health Promotion and Communication Service, Department of Health



Ms. Aguirre has a solid and extensive technical and management experience in health communication and risk communication. She has been responsible for managing and supervising the implementation of various health communications campaigns and strategies of the DOH starting from *Oplan Alis Disease*, *Ligtas Buntis*, MR-OPV Nationwide (*Ligtas Tigdas*) campaign, *Iwas Paputok*, 4S Dengue, Red Orchid Awards, and many others. She has managed the development, production, and dissemination of different information, education, and communication materials in various formats and platforms including the use of social media to increase awareness of major DOH programs and create a positive image of the health department.

Ms. Aguirre has been part of a Technical Working Group that handles the preparedness plan for the Emerging and Re-emerging Infectious Diseases focusing on risk communication planning and implementation. She also spearheaded orientation and training of health educators and promotion officers on risk communication.

Edna V. Nito

MPH

OIC-Division Chief, Media and External Relations Division
Health Promotion and Communication Service, Department of Health

Ms. Edna Vidal-Nito obtained her BS Education as Magna Cum Laude and Master of Arts in Education from Philippine Normal College, and Master of Public Health as the Department of Health's scholar from University of the Philippines.

Ms. Nito is currently the OIC- Division Chief and Health Education and Promotion Officer IV of Media and External Relations Division of the Department of Health.

Her expertise includes health promotion/advocacy/communication/social mobilization planning; networking/collaborating/coordinating health promotion programs/events, and organizing health promotion events.



Myrna Lagumbay-Alaba

Information Officer III

Commission on Population – Region VII

Ms. Myrna Lagumbay-Alaba obtained her BS Nursing from Holy Name University as Cum Laude and Master of Arts in Development Communication from University of San Jose Recoletos. Presently, she is an Information Officer III at the Commission on Population (POPCOM) Region VII where she is appointed in planning, coordination and monitoring, training and advocacy, and supervising of technical staff.

Ms. Alaba has also been the OIC-Technical Section head of POPCOM where her tasks include management, supervision, and monitoring of the operations in the Technical Section which is implementing the three components of the Philippine Population Management Program such as the Responsible Parenthood and Family Planning, Population and Development Integration and the Adolescent Health, and Youth Development.



Charisma De Jesus

Associate Director
Kantar TNS Philippines

Since 2004, Ms. Charisma de Jesus has been with Kantar TNS and continues to build expertise on quantitative practice. She works on delivering insights characterized by simplicity and depth of consumer understanding that help clients grow their business. She has experience in varied markets, and have done different types of research studies, both locally and regionally.

In 2013, together with Campaigns and Grey, she started working on the advertising tracking for USAID. This study is a real-time monitoring scheme that aims to ensure that ongoing efforts are aligned with meeting the defined targets. This study provides a trended view on behavior and perception changes brought about by government efforts on a wide variety of health topics, including family planning.



Corazon I. Flores

MD, MPH, CESO IV
Director III, Office for Policy and Health Systems
Department of Health

Dr. Corazon I. Flores is a medical doctor with a post-graduate qualification in public health. She has an extensive and broad-range experience in the implementation of public health programs including health systems strengthening and monitoring of health programs and projects.

Currently, Dr. Flores is the Director III-Pharmaceutical Division of the Office for Policy and Health Systems of the Department of Health (DOH). She has been with the DOH for almost two decades now. She started her government service as a "Doctor to the Barrios," where she was assigned in the far-flanged, depressed area in our country. This experience has exposed her to the basic health needs of the community at the grassroots level.



Maria Encarnita B. Limpin

MD, FPCP, FPCCP, FPSCCM, FPSSM
Medical Specialist IV,
Philippine Heart Center



A doctor by profession and strong advocate of non-communicable diseases and anti-tobacco campaigns, Dr. Limpin holds nine active positions in her pursuit of quality health care for Filipinos. Currently, she is a Medical Specialist IV, Department of Education, Training & Research, Philippine Heart Center; Chair, Department of Medicine, Mary Johnston Hospital; Chair, Philippine Coalition for the Prevention and Control of Non-Communicable Diseases (PCPCNCD) Steering Committee, Treasurer, Philippine Society of Sleep Medicine; Board Regent, Philippine College of Physicians (PCP); Editorial Board Member, Respirology (Official Journal of the Asia Pacific Society of Respiriology); Member, Research Technical Review Board, Philippine Heart Center; Executive Director, Action on Smoking and Health, Philippines (ASH, Philippines); Executive Director, Framework Convention on Tobacco Control Alliance, Philippines (FCAP).

Her vast experience in health paved way for several recognitions such as Most Outstanding Fellow, Philippine College of Chest Physicians, 2015; Presidential Award for Sin Tax Advocacy, Philippine College of Physicians (PCP), 2013; Philippine College of Physicians (PCP) Exemplar Award for Public Health Advocacy, 2010; Dangal ng Bayan (Pride of the Nation) Award, Philippine Heart Center, 2009; Most Outstanding Alumni, Philippine Heart Center Alumni Society, Inc., 2009; Model Consultant, Philippine Heart Center, 2006; 1st Place, Annual Research Contest, Philippine College of Chest Physicians (for the paper "Pulmonary Rehabilitation – A Multidisciplinary Program for Filipino Patients"), 1994; Most Outstanding Intern, Mary Johnston Hospital, 1987

Andreal Denver C. Monterona

Information Officer III/Technical Division Head
Commission on Population – Region III



Being an Information Officer III and Technical Division Head of Commission on Population-Region III, Mr. Andreal Denver C. Monterona is the Project Designer of "K2Talk" – an advocacy activity on Adolescent Sexuality and Reproductive Health for youth participants by youth facilitators; awarded Most Outstanding Communications for Communicators Project besting 60 other health communication projects in the country.

Mr. Monterona completed his AB Communication Arts at Holy Univerity as consistent Dean's Lister and currently taking up his Master in Public Administration at Republic Central Colleges.

Prof. Buenalyn Teresita Ramos-Mortel

Faculty, Department of Health Promotion and Education
College of Public Health, University of the Philippines Manila

Prof. Buenalyn Teresita Ramos-Mortel completed her BS Public Health, Master of Public Health, and Doctor of Public Health at University of the Philippines (UP).

She is a member of Technical Committee on Medical Technology Education of the Commission on Higher Education and has been a training coordinator and resource person of several training programs offered by the Department of Health Promotion and Education and College of Public Health of UP.

She is also a module writer/co-author of the following: Patient Counseling and Effective Communication, Manual for the Interpersonal Communication for TB; Barangay Nutrition School Manual, Manual for the Barangay Nutrition Scholar; Risk Communication, SEAMEO-TROPED/WHO-WPRO; Textbook on Sociocultural Determinants of Health; Textbook on Public Health Education; and Study Guide on Public Health Education.



Jernie Jett V. Nisay

City Councilor
Balanga, Bataan

As the City Councilor of Balanga, Bataan, Hon. Jernie Jett Nisay is a strong advocate of healthy living and lifestyle. He passes ordinances and resolutions for the welfare of the city and believes in the promotion of the quality of life that includes factors such as the quality of the environment, low level of crime, low level of drug abuse, availability of essential social services, and integrity of religious and spiritual aspects of life.

Some of these are the following:

- City Ordinance No. 24 Series of 2016 also known as "An Ordinance Strengthening the Meat Inspection System in the City, Ordaining for this Purpose a "Meat Safety Ordinance of the City of Balanga "and for other Purposes;"
- City Ordinance No. 17 Series of 2016 also known as "The Health Promotion Ordinance of the City of Balanga;"
- City Ordinance No. 16 Series of 2016 also known as "Tobacco Free Generation End Game Strategy Ordinance of Balanga City, Bataan;"
- City Ordinance No. 09 Series of 2016 also known as "An Ordinance Amending Ordinance No. 20 S. 2010 otherwise known as the Comprehensive No Smoking Ordinance of Balanga City, as amended by Ordinance No. 04 S. 2013, further Improving the Standard of Protection and Promotion of the Health of the Balangueños their Families Against the Harmful Effect of Tobacco, Tobacco-Related Products and Advertisement and for other Purposes;"
- City Ordinance No. 01 Series 2016 also known as "An Ordinance for the Control of Stray Dogs and Cats in the City of Balanga"



Cristine Erica Tiu Ongson

RN, BSN, MSHI, CBA, CPM
Managing and Marketing Director,
On-line Philippines Corp.

Ms. Cristine Erica Tiu Ongson is a marketing and entrepreneurship instructor at the Immaculate Conception Academy and concurrently the managing and marketing director of Online Philippines Corp. She obtained her BS Nursing as Cum Laude and Master of Science in Health Informatics as Summa Cum Laude from Saint Louis University (St. Louis, Missouri, USA).

As a digital marketer with six years of experience, she has helped small businesses to large organizations increase their digital footprint and brand awareness through website development, email marketing, events, social media, digital advertising, content marketing, branding, and image consultation. While as a Registered Nurse and Health Informatician, she is passionate about technology and its application in various fields in business and healthcare.



Ma. Teresa Cruz Padilla

RN, RM, MAEd, MAN
National President
Association of Philippine Schools of Midwifery, Inc.

With 30 years in Nursing and Midwifery, Ms. Ma. Teresa Cruz Padilla is an experienced Nurse/Midwife Educator and Principal of the School of Midwifery of Arellano University-EEC campus.

Aside from being the National President of Association of Philippine Schools of Midwifery, she is concurrently a Member of the Commission on Higher Education, Technical Committee in Midwifery Education.

She has authored two books for midwifery program which are the (1) – Valuing Your Children – Integrated Management of Childhood Illness published by Educational Publishing House and (2) Fundamentals of Nursing Checklist published by C n E Publishing.



Nittita Prasopa-Plaizier

PhD, MHS, MPH
Technical Officer, Education and Capacity Development
World Health Organization

Dr. Nittita Prasopa-Plaizier is a Technical Officer for Education and Capacity Development in the Integrated Service Delivery, Division of Health Systems, and Western Pacific Regional Office. In this role, she is the program manager for the Global Health Learning Centre (GHLC – a 6-month training program for mid-career government officials), a program manager for the World Health Organization (WHO) Fellowships program and the head of Secretariat for the Western Pacific Region Screening Committee for WHO Collaborating Centres. Additionally, she also serves as the technical focal point for patient safety and quality, which include infection, prevention and control (systems approach) for the Regional Office, covering work areas in hospital leadership and quality and safety management training.

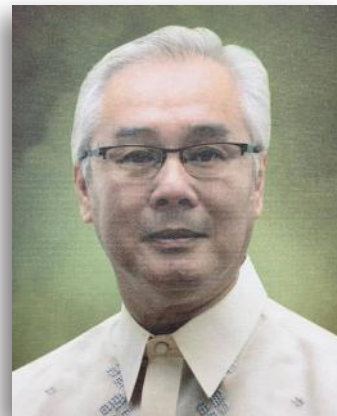


Previously, she was a program manager for patient safety and quality improvement and leads the global patient, family and community engagement initiative at the WHO Service Delivery and Safety department. She also leads the portfolio of advocacy and civil society engagement as well as capacity strengthening for engagement and empowerment.

Glenn Roy V. Paraso

MD, MPH (UK), MSSM (UK)
Executive Director/Chief Executive Officer
Mary Johnston Hospital

Dr. Glenn Roy V. Paraso completed his Doctor of Medicine at the UERMMMC in 1986 and passed the Philippine Medical Boards in 1987. He took up surgery residency in Mary Johnston Hospital and worked as a Trauma Surgeon in Brunei Shell, Brunei Darussalam in 1991. In 1995, he completed his Environmental Health and Occupational Medicine at the College of Public Health, University of the Philippines Manila.



In 2000, he was awarded by the British Council under a British Chevening Scholarship; completed his Masters in Public Health at the University of Wales College of Medicine, Department of Public Health and Epidemiology, United Kingdom (UK); and completed his Environmental Health at the University of Wales Institute of Cardiff, Wales, UK.

He managed international and national funded projects with the following project themes: maternal and child health, family planning, HIV-AIDS, malaria, health financing, primary health care, tuberculosis, climate change and health, disaster risk reduction and resilience, behavioral change for health, and private-public partnership for health.

Jovita B. Raval

RND, MPS
Division Chief, Nutrition Information and Education Division
National Nutrition Council

A nutritionist-dietitian by profession and has more than 25 years of experience in public nutrition, Ms. Jovita B. Raval develops and implements nutrition capacity development and information, education and communication campaign; and coordinates with various stakeholders including policy makers, members of the media, and private sectors to advocate for nutrition.

Ms. Raval is the Program Director of the award-winning mass media programs including "Why Not?" TV program (Anak TV Seal Awardee); "Radyo Mo sa Nutrisyon" radio program (Golden Dove Awardee); and "Katumbas ay Biyaya" radio program (Catholic Mass Media Awardee).



Aldwin Raymundo-Sanchez

PD, PhD, MBA, MA, AB, REB, REA

From the year 2013 up to present, Dr. Aldwin Raymundo-Sanchez is a lecturer/Board Reviewer of NAR Philippines for their Continuing Professional Education of Real Estate Board Reviewees and Real Estate Practitioners. A Free Lance Real Estate Appraiser/Real Estate Broker/Expert Witness on Real Estate Properties for Expropriation Case/s.

Dr. Sanchez also shares his expertise in De La Salle University-Manila under the College of Educational Psychology and in De La Salle-College of St. Benilde as Associate Professorial Lecturer 1.

He has handled different courses, namely: Theories of Personality, General Psychology, Seminar on Personality Development, Principles of Management, Organizational Behavior, Organization, Planning and Development, Managerial Psychology, Economy (Microeconomics), Aggregates Economy (Macroeconomics), Introduction to Economics (Microeconomics and Macroeconomics), Management Logic, Philosophy of Man, Introduction to Sociology, Personnel Management, Philippine History, Jose Rizal, Politics and Governance and Business Ethics.



Engr. Rolando Ilaya Santiago

MMPA, MPH

Supervising Health Program Officer, Disease Prevention and Control Bureau

Department of Health

Engr. Rolando Ilaya Santiago obtained two degrees in tertiary education (Civil Engineering, Environmental and Sanitary Engineering) and two Master's Degree (Management Major in Public Administration, Public Health).

Currently, Engr. Santiago is a Supervising Health Program Officer, Technical Staff and Program Coordinator of Zero Open Defecation Program, Food Sanitation and Risk Assessor for Genetically Modified Organisms and Modern Biotechnology Projects under the Environmental Related Diseases Division of the Disease Prevention and Control Bureau of the Department of Health.



Roy R. Santiago

Vice-Chairman

Touch BPN

For 30 years, Mr. Roy R. Santiago has been an Advertising and Marketing practitioner. The wide range of brands and categories handled over these years has honed his skills as he has been involved in all aspects of the business ranging including strategic planning, campaign development, media, public relations and activations among others. Currently, he is involved in marketing and communications consultancy for multinational and local agencies.

He spent 13 years with DDB Philippines, where he retired as Senior Executive Vice-President and Chief Marketing Officer overseeing strategic planning, corporate communications, and business development. Prior to this role, he was Chief Operations Officer. The highlights of his DDB career was the preparation of business plans for all subsidiary companies which include the media agency (Optimum Media) where he was the president, CRM agency (Rapp Collins) where he was a director, DDB PR where he was the business head. As one of the founders of DDB Philippines, he was instrumental in growing the agency to one of the biggest agency groups in the country.

At present, Mr. Santiago oversees all government accounts for the DDB Group of Companies handling production, media, and strategic requirements for Department of Health, Department of Agriculture, Duty Free Philippines, Province of Capiz, and Department of Tourism. He also manages DDB groups in-house production unit Cookie Shop.



Susan Y. Sison

MD

Medical Director
Health Services Office
Bangko Sentral ng Pilipinas

Dr. Susan Sison attained her Bachelor of Science (Pre-Med) and Doctor of Medicine from the University of Santo Tomas. She had her Residency at the Armed Forces of the Philippines Medical Center, Group Training Course in Occupational Health at the University of Occupational and Environmental Health (Kitakyushu, Japan), and Certificate Courses in International Health Systems Program at Harvard School of Public Health (Boston, Massachusetts).



Kohei Toda

MD

Medical Officer,
Expanded Program on Immunization

Dr. Kohei Toda worked for volunteer in Cambodian refugee camp in 1980; graduated in Akita University School of Medicine in Japan, majored general surgery and cardiovascular pathology (PhD) in 1983; obtained his Master of clinical tropical medicine (MSc) at London School of Hygiene and Tropical Medicine in 1991; became a World Health Organization (WHO) Expanded Program on Immunization (EPI) medical officer under the polio eradication in Ho Chi Minh City, Vietnam from the year 1993 to 1996; became a WHO EPI medical officer under the polio eradication in SEARO Delhi, covering India, Nepal, and Myanmar from the year 2001 to 2003; became a WHO EPI team leader at WHO medical office for Cambodia from 2003 to 2009; became a WHO EPI team leader at WHO medical office in Hanoi, Vietnam from 2009 to 2015; and presently, a WHO EPI team leader, WHO medical officer for the Philippines, working for polio eradication, measles and rubella elimination, HepB control, neonatal tetanus elimination, Japanese Encephalitis control, vaccine management, vaccine National Regulatory Authority.



Lester M. Tan

MD

Medical Officer V/Division Chief, Bureau of Local Health Systems Development
Department of Health

After taking up Doctor of Medicine in University of the East Ramon Magsaysay Memorial Medical Center, Dr. Lester M. Tan attained his Master of Public Health (Epidemiology track) from University of the Philippines, Manila, and Master of Science in Global Health and Development from Hanyang University, Seoul, South Korea.

Before becoming the Medical Officer V/Division Chief of the Bureau of Local Health Systems Development, he also headed the Health Policy Development and Planning Bureau of the Department of Health as the Medical Officer IV/OIC-Division Chief.



Ma. Carmen C. Tolabing

BSPH, MPH, DrPH (Epidemiology)

Professor, Department of Epidemiology and Biostatistics

Dr. Ma. Carmen C. Tolabing is Professor of Epidemiology and Biostatistics at the University of the Philippines Manila (UPM). She obtained her BS Public Health, Master of Public Health (Epidemiology track), and Doctor of Public Health (Epidemiology track) from the UPM. She is also a member of the Asian Health Literacy Association and National Ethics Committee. From 1984 to 2006, she was Professor at the De La Salle University College of Medicine where she taught Community Medicine, Epidemiology and Research, and held various positions such as Research Coordinator for the Department of Family and Community Medicine and Director of Planning and Development.



The research interests of Dr. Tolabing include health human resource staffing and distribution, health information system, evaluation of community health programs, and health literacy. Among the recent research projects that Dr. Tolabing completed include: Research capacity of R&D staff of Regional Health Offices and Regional Hospitals; Extent of use and updating of the national health human resource database; Evaluation of the WHO-Reaching the Urban Poor Project in Selected Cities in the Philippines; Needs assessment on Emergency Obstetrics and Newborn Care among Rural Health Physicians; and Time series study on the completeness and acceptability of the cause-of-death statement in death certificates.

Ramon Guillermo R. Tuazon

President
Asian Institute of Journalism and Communication

Mr. Ramon Guillermo R. Tuazon is the president of the Asian Institute of Journalism and Communication (AIJC) and concurrently the secretary general of Asian Media Information and Communication Centre (AMIC). He is also the chairman of the Philippines Commission on Higher Education (CHED) Technical Committee for Communication (TCC) and member of the CHED Technical Panel for Social Sciences and Communication.

He has served UNESCO in various capacities: UNESCO Myanmar Senior Consultant (February 2017 to the present); UNESCO Media Development Specialist for Myanmar (November 2012–January 2014); representative of the UNESCO Regional Director to the UN Country Team in the Philippines (2010–2012).

He also participated in 15 international and about 40 national research projects as team leader or team member in diverse areas such as mass media, communication, formal and non-formal education, literacy, children's rights, judicial reform, and rule of law, etc.

He has provided research and consultancy services in other countries including Maldives, Lao PDR, Myanmar, Bhutan, Indonesia, and France.



Catherine Untalan-Vital

Creative Director
Marcus Phoenix Media Production Corp.

Ms. Catherine Untalan Vital is a Creative Director of Marcus Phoenix Media Production Corp. and concurrently a News Anchor in "News Life" of PTV 4. She attained her BA in Psychology (Cum Laude), Diploma in Environment and Natural Resource Management, and Master of Environment Management (Coastal track) from the University of the Philippines, Diliman.

She was crowned as Miss Philippines-Earth in 2006 and represented the Philippines in the Miss Earth International pageant in the same year and won as Miss Earth-Water (third among the 82 participating countries) which paved the way for her to become the first Executive Director of the Miss Earth Foundation.

She was also awarded a scholarship by the US Government to take part in its International Visitors Leadership Training Program on Sustainable Urban Development conducted in Washington D.C., Atlanta, Georgia, Detroit, Michigan and San Francisco, California on August 21 – September 11, 2010.





Dr. Andres S. Bonifacio

Medical Specialist IV
Head, Philippine Blood Center

Dr. Ivanhoe Escartin

Division Chief/Program Manager Dangerous Drugs Abuse
Prevention and Treatment Program
Department of Health

Dr. Bien Eli Nillos

Director
Kalusugan sa Kamay ng Pamilyang Pilipino (KAKAMPPPI)

Ms. Cindy Palafox

Officer I, Food and Drug Regulation
Food and Drug Administration

Atty. Jacky T. Sarita

Managing Director, Health Justice

Psupt. Roland A. Villela

Chief, Explosive Management Division
Philippine National Police





THE PHILIPPINE HEALTH SITUATION

The initial efforts towards healthcare reform started when the declaration of Primary Health Care in the Philippines happened on 1970s. This was followed by a series of health policies on the use of generics, Milk code, Philhealth, resources to promote local health system development, fiscal autonomy for government hospitals, good governance programs and funding for UHC. The DOH then adopted the Health Sector Reform Agenda on 1999 to improve the management of the sector. From 1998 to present, The DOH adopted various reform implementation strategies to ensure the effective and efficient completion of its target objectives.

During 1998-2004, Health Sector Reform Agenda focused on 5 Pillars of health namely:

- Health financing
- Health regulation
- Public Health Programs
- Public Hospitals
- Local Health Systems

These were changed into 4 pillars or the so called FOURMULAONE for Health (F1) during 2005-2010:

- Health Financing
- Health Regulation
- Health Service Delivery
- Good Governance in Health

While the previous administration from 2011-2016 named the reform as UNIVERSAL HEALTH CARE focused on:

- Financial Risk Protection
- Access to Quality Health Facilities and Services
- Attainment of MDG

Despite these milestones however, there has been persistent inequalities in health outcomes where the poor and the marginalized continued to experience poor health outcomes. Every year, around 2000 mothers die due to pregnancy-related complications. A Filipino child born to the poorest family is 3 times more likely to not reach his 5th birthday, compared to one born to the richest family. Lastly, 3 out of 10 children are stunted.



Around 1.5 million people become impoverished every year due to high cost of health care. Healthcare expenditures of 4 thousand per month or higher is already catastrophic for single income families. Many Filipinos continue to not seek or delay care due to high cost of healthcare and unpredictable hospital bills. There are even reports that some Filipinos die without even seeing a doctor even once in their lifetime.

Poor quality and undignified care continues to persist within our government clinics and hospitals. Filipinos do not feel respected and dignified when receiving care in our institutions.

The Philippine Health Agenda 2017-2022

Due to the inequities, restrictive and poor qualities mentioned above, the health sector this medium term 2017-2022, Philippine Health Agenda, aims to realize our goals and values through 7 key strategies summarized as ACHIEVE, and these are manifested to or be felt by the people as 3 guarantees.

PHA GOALS



1. Financial protection where Filipinos, especially the poor, marginalized, and vulnerable are protected from high cost health care.



2. Better health outcomes where Filipinos attain the best possible health outcomes with no disparity.



3. Responsiveness where Filipinos feel respected, valued, and empowered in all their interaction with the health system.

PHILIPPINE HEALTH AGENDA STRATEGIES

In attaining the advance quality, health promotion, and primary care: annual health visits for all poor families and special populations are being done; primary care entitlements as the basis for contracting arrangements for primary care networks are being developed; selected Department of Health (DOH) hospitals has been transformed into “mega-hospitals” with multi-specialty training capabilities; Local Government Units are being supported in advancing local health policies that improve access to lifesaving interventions and reduce exposure to risk factors for premature deaths and disability; and expert bodies for health promotion (Public Health Philippines) and surveillance and response (Philippine CDC) has been established.

While in order to cover all Filipinos against health-related financial risk: more funds are being mobilized and all health financial programs are being aligned (GSIS, MAP, PCSO, PAGCOR); PhilHealth benefits has been expanded to cover outpatient diagnostics, medicines, blood and blood products; costing of case rates and link payment to quality has been reviewed and updated; and contracting policies (e.g. setting up of primary care trust funds, network-based contracting, income retention for LGUs health providers with retained budget support incentives) has been enhanced and enforced.

To harness the power of strategic human resources for health (HRH): health professions curricula primary care-oriented and responsive to local and global needs has been made; government HRH compensation package, including incentives for those serving in high-risk or geographically isolated and disadvantaged areas (GIDA) has been reviewed and streamlined; frontline staffing complement standards from profession-based to competency-based has been updated; fully-funded scholarships for HRH hailing from GIDA or indigenous people groups has been made available; and mechanisms for mandatory return of service schemes for all health graduates has been formulated.

It is also necessary to invest in eHealth and data for decision-making. To manage it, the use of electronic medical records in all health facilities has been mandated; online submission of clinical, drug dispensing, administrative and financial record as prerequisite for registration, licensing, and contracting are being required; nation-wide surveys, streamline information systems and support improvements in local civil registration and vital statistics has been invested; major business processes has been automated; and open access to anonymized data are being facilitated.

In enforcing standards, accountability, and transparency: information that can trigger better performance are being published, such as prices of common drugs and services, non-compliant/erring providers, and

national objectives for health; and dedicated performance monitoring unit has been set up like the ghost patients and/or surprise visits and the medical audits or third-party monitoring.

As the clients and patients are the most important and vulnerable in health service, it is fundamental to value them no matter what it cost. Hence, all efforts on the poorest 20 million Filipinos has been focused; all health entitlements simple, explicit and widely published to facilitate understanding has been made; participation and redress mechanism has been set up; and turnaround time and improve transparency of processes has been significantly reduced.

And to possibly achieve all of these, there is a real need to elicit multi-sectoral and multi-stakeholder support for health. Thus, private sector in planning supply side has been harnessed and aligned, service delivery network has been formed, side investments has been supplied; convergence with other government agencies in delivering services (DOH, Department of Environment and Natural Resources, Department of Social Welfare and Development, Department of Education, Housing and Urban Development Coordinating Council) has been ensured through (1) building healthy living, working, and schooling environment through health in all policies approach, (2) mandating health impact assessment for large-scale and high-risk development projects; and partnering with Civil Society Organizations in budget development and monitoring and evaluation has been collaborated.

3 GUARANTEES

All Life stages and Triple Burden of Disease

ALL LIFE STAGES & TRIPLE BURDEN OF DISEASE Services for Both the Well & the Sick



First 1000 days | Reproductive and sexual health | maternal, newborn, and child health | exclusive breastfeeding | food & micronutrient supplementation | Immunization | Adolescent Health | Health screening, promotion & information



COMMUNICABLE

- HIV/AIDS, TB, Malaria
- Diseases for Elimination
- Dengue, Lepto, Ebola, Zika



NON-COMMUNICABLE INCLUDING MALNUTRITION

- Cancer, Diabetes, Heart Disease and their Risk Factors—obesity, smoking, diet, sedentary lifestyle
- Malnutrition



DISEASES OF RAPID URBANIZATION & INDUSTRIALIZATION

- Injuries
- Substance abuse
- Mental illness
- Pandemics, Travel Medicine
- Health consequences of climate change/disaster

Services are delivered by networks that are fully functional, compliant with clinical practice guidelines, available 24/7 and even during disasters, practicing gatekeeping, located close to the people and enhanced by telemedicine.

SERVICE DELIVERY NETWORK

Functional Network of Health Facilities

Services are delivered by networks that are



FULLY FUNCTIONAL

(Complete Equipment,
Medicines, Health Professional)



PRACTICING GATEKEEPING



COMPLIANT WITH CLINICAL PRACTICE GUIDELINES



LOCATED CLOSE TO THE PEOPLE

(Mobile Clinic or Subsidize Transportation Cost)

911

AVAILABLE 24/7 & EVEN DURING DISASTERS



ENHANCED BY TELEMEDICINE

Services are financed predominantly by PhilHealth

UNIVERSAL HEALTH INSURANCE

Financial Freedom when Accessing Services



SIMPLIFY PHILHEALTH RULES

- No balance billing for the poor in basic accommodation
- Fixed co-payment for non-basic accommodation



PHILHEALTH AS THE MAIN REVENUE SOURCE FOR ALL HEALTHCARE FACILITIES

- Expand benefits to cover comprehensive range of services with high support value
- Contracting networks of providers within Service Delivery Networks



PHILHEALTH AS THE GATEWAY TO FREE OR AFFORDABLE CARE

- All Filipinos as members
- Formal sector premium paid through payroll and non-formal sector premium paid through tax subsidy



THE HEALTH PROMOTION AND COMMUNICATION SITUATION IN THE PHILIPPINES

DIRECTORS OF HEALTH PROMOTION AND COMMUNICATION SERVICE



DR. ASUNCION ANDEN



DR. IRMA ASUNCION



DR. IVANHOE ESCARTIN



DR. RIO MAGPANTAY



DR. MAR WYNN BELLO

HISTORY OF HEALTH PROMOTION IN THE PHILIPPINES

In 1958, as per Executive Order (EO) 288, the Office of Health Education and Personnel Training (OHEPT) was established to plan and direct programs for public health education and information. It was created to develop and coordinate training programs for all health personnel; disseminate health information materials; collect, process, tabulate, and analyze vital and other health statistics for the Department. Functions were divided into 3 divisions:

- a. Health Education Division which focused on developing policies, programs, plans and \ operating techniques and other matters related to health education.
- b. Personnel Training Division, in collaboration with the Personnel and Records Division, developed policies, programs, plans, standards of operation, and evaluation of training Health Department personnel.
- c. Statistics Division focused on the development and maintenance of a coordinated health statistics system.

In 1985, as per EO 851, mandated the Ministry of Health to reorganize and integrate the component of health care delivery into the field operations. This created the Health Education and Manpower Development Service (HEMDS) which assumed the function of health education and personnel training and those of the medical manpower development committee. The Information Division was attached to administrative Service to have the policies, plans and activities of the Ministry properly understood by the public; produce and disseminate media materials to implement the information program of the Ministry.

In 1987, as per EO 119, the DOH merged the Health Education Division and the Division of Information and organized as the Public Information and Health education Service (PIHES). The nomenclature of "health educator" was changed to "health education and promotion officer" (HEPO)

In 1999, as per EO 102, PIHES was reorganized further to become the National Center for Health

Promotion(NCHP). It was created to develop a national strategy to promote health and wellbeing by providing the public with information on how to maintain wellness and prevent disease.

As a result of rationalization planning under EO 366 in 2013, the National Center for Health Promotion was changed to Health Promotion and Communication Service (HPCS). HPCS is the frontline office of Department of Health that performs the core function in providing policies, standards and guidelines on health promotion to direct local government units, non-government organizations, other private organizations and individual members of society on their health promotion programs and strategies.

ROLES AND RESPONSIBILITIES OF DIFFERENT ORGANIZATION ON HEALTH PROMOTION

A. Department of Health

1. Health Promotion and Communication Service, Central Office

- Build healthy public policy
 - It puts health on the agenda of policy makers in all sectors and at all levels, directing them to be aware of the health consequences of their decisions and to accept their responsibilities for health
- Create supportive environments
 - Health promotion generates living and working conditions that are safe, stimulating, satisfying and enjoyable.
- Strengthen community action
 - Health promotion works through concrete and effective community action in setting priorities, making decisions, planning strategies and implementing them to achieve better health
- Develop personal skills
 - To increases the options available to people to exercise more control over their own health and over their environments, and to make choices conducive to health
- Reorient health services
 - The responsibility of health promotion in health services is shared among individuals, community groups, health professionals, health service institution and governments



Core Mandate

- Authority in all health promotion and communication initiatives including those implemented by other government agencies, non-government agencies, professional organizations, development partners, business sectors, academe, educational institutions, civil society organizations and other stakeholders.
- The HPCS would be responsible for developing policies, plans, programs, projects and strategies on health promotion, communication and social mobilization. (E.O. 366 Rationalization Plan of the Department of Health)
- To provide support to the Secretary of Health and the members of the Executive Committee on matters pertaining to health promotion and communication and media relations.
- To communicate the work and performance of the DOH in order to gain public support of its programs and policies
- To advocate for the inclusion of health in all aspects of government and provide the platform for multi-stakeholders partnerships and engagement.

2. Regional Offices and Hospitals

- Disseminate and document information on health policies, programs issues and accomplishments
- Plan specific HP Programs that will be implemented at different levels
- Develop strategies for implementing HPC component of service programs
- Provide technical assistance to service programs/ projects staff
- Identify/ develop/ produce/ reproduce and distribute IEC materials
- Establish and maintain linkages on IEC GOs and NGOs
- Establish and maintain collaboration/cooperation with international technical and funding agencies like WHO, USAID, etc
- Implement and maintain a monitoring system for HP activities
- Work with media organizations on media planning, monitoring and evaluation
- Collate/ analyze/ submit reports promptly to the Central Office



B. Local Government Unit

1. Provincial Level

- Disseminate and document information on health policies, programs issues and accomplishments
- Establish and maintain linkages on IEC GOs and NGOs
- Serve as Trainor and facilitator
- Work with media organizations on media planning, monitoring and evaluation
- Establish and maintain media relations with print and broadcast
- Provide direct A/V educational displays and exhibits
- Collate/ analyze. Submit reports promptly to the Central Office

2. Role of Municipal and City level

HP shall be conducted by the RHU staff who shall:

- Disseminate and document information on health policies, programs, issues and accomplishments
- Prepare/formulate HP municipal operational plan
- Supervise, monitor BHS midwives in the implementation of HP activities
- Collaborate with DA, DECS, women's/religious groups in the implementation of health projects
- Participate in research studies/surveys.
- Serve as depository for HP reference material
- Maintain records and submit reports

3. Role of Barangay Level

HP shall be conducted by the Midwife who shall:

- Prepare HP barangay operational plan
- Conduct individual/ groups health teachings and demonstrations in the BHS
- Serve as depository of manuals and other IEC materials
- Conduct KAP surveys
- Distribute IEC materials to the target client



VISION, MISSION, GOALS, OBJECTIVES AND STRATEGIES

VISION

All Filipinos have improved health literacy and are practicing healthy lifestyle.

Note: Our vision is for all Filipino families and communities practice healthy lifestyle. This can be achieved when every Filipino would have the capacity to obtain, process, and understand basic health information and access services needed to make appropriate health decisions.

MISSION

Ensure evidence-based health promotion policies, standards, systems, strategies and communication packages to empower every Filipinos to take charge of their health.

Note: Our mission is to make health promotion an integral part of all levels in the society. This can be achieved by instituting evidence- base or research-based policies and systems, communication strategies/tools and materials to reach out Filipino families and empower them to take care of their health.

GOALS

Increase in the number of people practicing healthy behaviour for the desired outcomes of PHA

1. Take the lead in attaining better health outcomes of Filipinos by:
 - a. Promoting healthy lifestyle and practices, healthy populations and healthy settings
 - b. Promoting the prevention, control and mitigation from triple burden of diseases
2. Take the lead in achieving the financial risk protection of Filipinos by:
 - a. Advocating the sustainability of PHIC
 - b. Advocating the increase in benefit of Philhealth package
 - c. Promoting the increase in avancement/ utilization
3. Take the lead in ensuring the responsiveness of the health services to all Filipinos by:
 - a. Advocating the increased availability and quality of facilities, equipment and commodities
 - b. Promoting the increase of HRH knowledge, skills and behaviour consistent with cultural practices
 - c. Promote leadership and good governance for health

GENERAL OBJECTIVES

To support the achievement of the goal, the following general objectives shall be pursued:

1. Increase health literacy by 10% (baseline data 2017)
2. Increase practice of good health habits (behaviour) by 10% (baseline data 2017)

HEALTH PROMOTION AND COMMUNICATION KEY STRATEGIES

To achieve the above objectives, the following are the key strategies:

- a. Building Healthy Public Policy at the National and Local Levels
- b. Creating Supportive Environment at the National and Local Levels
- c. Developing Personal Skills of Filipinos to Take Care of their Health
- d. Reorienting Health Services Provided by Health Facilities
- e. Strengthening Community Action and Participation

SPECIFIC OBJECTIVES

The objectives under each of the five health promotion key strategies are presented below.

A. Building Healthy Public Policy at the National and Local Levels

1. Exploring the development of another Health Promotion Agency with on-granting and operational function on health promotion

2. Development of policies, plans and systems to enhance Health Promotion from national to local level
3. Strengthen the conduct of research for policy development for health promotion
4. Strengthen the conduct of monitoring and evaluation on the implementation of policies and systems for health promotion
5. Position the Philippines health promotion policies and strategies at the international level
6. Policy adoption and implementation of international commitments on health promotion
7. Leadership and good governance

B. Creating Supportive Environment at the National and Local Levels

1. Develop partnership and collaboration at national, regional and local level with government agencies CSOs, academe and other development partners through coalitions, alliances, technical working groups, etc.
2. Advocacy for the establishment of healthy settings at national and local level.
3. Promote/ Ensure the provision of better health services to local and national facilities

C. Developing Personal Skills of Filipinos to Take Care of their Health

1. Development/ Publication/ Airing/ Distribution of Quad Media for all health programs

a. Use of Mass Media and other Platforms

- | | |
|--------------------------|--------------------------|
| <i>i.</i> TV | <i>v.</i> Social Media |
| <i>ii.</i> Radio | <i>vi.</i> PhilHealth TV |
| <i>iii.</i> Cinema | <i>vii.</i> PH Tablet |
| <i>iv.</i> Outdoor Media | |

b. IEC Materials and Collaterals

- | | |
|-------------------------|---|
| <i>i.</i> Posters | <i>vii.</i> Collaterals |
| <i>ii.</i> Tarpaulin | <i>viii.</i> Radio and TV Infomercials |
| <i>iii.</i> Flyers | <i>ix.</i> Radio and TV programs/segments |
| <i>iv.</i> Flipchart | <i>xi.</i> Plays |
| <i>v.</i> Wall Calendar | <i>xii.</i> Films |
| <i>vi.</i> Billboards | <i>xiii.</i> Mascots |

2. Conduct of activities/ Events for Health Promotion

- | | |
|----------------------------------|--------------------------------|
| <i>a.</i> Health Promotion event | <i>d.</i> Convention |
| <i>b.</i> Press Conference | <i>e.</i> LakbayBuhayKalusugan |
| <i>c.</i> Harmonized Awarding | <i>f.</i> Film Launching |

3. Harnessing of technologies for Health Promotion and Disease prevention and control

- a. Text blasts
- b. Web Hosting
- c. Provision of Tablets to LGUs, facilities, Health workers and volunteers for training, viewing of HPC materials and for IPCC
- d. Provision of LED TVs to LGUs for viewing of HPC materials
- e. Provision of USBs/ external drive for storage
- f. Facebook, blogging and youtube.

D. Reorienting Health Services Provided by Health Facilities

1. Develop integrated training modules on Health Promotion and communication
2. Development of E-modules on Health Promotion and communication
3. Conduct of integrated Health Promotion and Communication training
 - a. Explore partnership with relevant institutions
 - b. Training of trainers per region
 - c. Cascade trainings to LGUs and other Stakeholders
4. Provision of technical assistance to health programs, health facilities and other partners
5. Conduct of Capability Building for HPC units at the national, regional and local level

E. Strengthening Community Action and Participation

1. Provision of technical assistance for community empowerment and organizing community-based support groups



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